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U.S. DEPARTMENT OF AGRICULTURE Production and Marketing Admin. 821 Market Street. Room 609 San Francisco 3, California Information Service Western Area

Movember 20,

YOUR FAMILY'S FOOD

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(Weekly Script No. 137)

Time all scripts in advance, Suggest you make any changes desirable to fit script to local picture. Mews releases from this office, also PMA Summary are good sources of additional material,)

SUBJECTS TUEKET CRADIEG

PIENTLEUL JOOD FOR THANKSGIVING

PARTICIPANTS: Announcer

Time 15 minutes

1946

PIVIA

PARTING OF GAVEL

AME CUNUMER:

Your Family's Food! This is YOUR program, brought to you by the United States Department of Agriculture ... YOUR program to keep you up to date on the many factors that influence YOUR food supply.

And the man who has the answers to your questions...and mine.... is your Production and Marketing Administration representative,

Mr. _____. And what's on the agenda today _____?

Well, you know ______, That Day is creeping up on us --PMA:

in fact it'll be here Thursday.

AMECR: You mean Thanksgiving Day, of course....

Naturally, -- what else? PIVIA:

ANTICR: Well...ther's Christmas, too, and

PMA: True enough. But Thanksgiving is the day getting the

immediate attention all over the country...however, what I

have to say applies to both Thanksgiving or Christmas, or

Hew Year's--or practically any occasion calling for a festive

dinner around this season.

ANDOR: And that :s?

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THE SHARE BELLEVILLE

PMA:

How to buy a turkey—the center of attraction of almost any holiday feast.

ANNOR:

Good. I guess we all could use a few tips on how to pick the bird best suited to our individual family needs and pocketbook. So what do we do first?

PMA:

Even before going to the market, you should make up your mind what size of turkey you want. The best bet, if you want an 8 to 15 pound bird, is to buy a hen turkey. The hen turkeys mature quickly and usually are better finished than toms of the same weight. Then, for a large dinner, which requires a 16 to 25 pound bird, you should buy a tom as they are at their best at this weight.

AMMICR:

How can you judge accurately the size of turkey needed?

Of course, the old hands at cooking turkey dinners know exactly what size to buy—but there's always someone who has never cooked a Thanksgiving meal.

PMA:

So for their benefit, here's the rule: judge the size of turkey you need by the number of servings you plan. For instance, if you buy a pound of meat per person market dressed weight, you should have enough for two helpings apiece at the main dinner—and enough left over for a snack or two.

ANTICR:

You said "market dressed weight"...what is that?

PMA:

Well, market dressed—or New York dressed weight—means that the head and feet are still on the turkey, and that the bird is picked, but not drawn. If you buy this kind of turkey, have the butcher draw it, clean the giblets, and cut the neck off close to the body.

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ANNCR:

Are there any turkeys that come ready to cook? I imagine some persons pressed for time would appreciate that kind.

PMA:

Yes, for those who prefer them, ready-to-cook turkeys can be bought full drawn, and either frozen or unfrozen. Then, too, some markets have half-turkeys—split lengthwise—or individual pieces—legs, breasts, backs, wings, necks and giblets—which are fine for families lacking facilities for preparing a whole bird.

AMNCR:

Everything for the convenience of the turkey lover!

PMA:

Yes, indeed. And did you know that recent developments in turkey breeding have produced a smaller, meaty, broadbreasted type of bird, ideally suited for the small family or apartment-house dweller. The very large birds are bought by hotels and restaurants.

AMMICR:

Well, now that we have an idea of the various kinds of turkeys available, let's go down to the market and find out how to get the best buy for our money.

PMA:

Ah! Now that's where Uncle Sam comes in.

ANNCR:

How do you mean?

PMA:

You're familiar with neat inspection and grading, aren't you? Well, the Department of Agriculture has a similar system for poultry—inspection, in order to make sure that each fowl is free from disease and is wholesome and grading, to insure that the buyer gets the quality of bird he pays for. In picking any kind of turkey, the consumer has a much easier job if the birds have been federally inspected and graded.

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AMMICR:

What are the grades for turkeys?

PMA:

The same as for other fowl—double A, A, B, and C. The double A grade is almost never seen except at exhibits making the A grade about the best birds you can buy on the market.

ANTICR:

PMA:

What are the general specifications for an A bird?

A young soft meated bird...well fleshed breast...the entire carcass well covered with fat...well bled, well dressed.... practically free of pinfeathers...only slight flesh or skin bruises, abrasions or discolorations and no deformities.

ANLICR:

Grade B, I suppose, is not so high a quality as A.

PMA:

Right. And so on down to C grade which is reserved for turkeys with poor fleshing and fat covering and showing several defects. However, even in a grade C turkey, the consumer knows that for the money he pays he is getting a bird entirely fit for human consumption.

ANTICR:

Seems to me that this grading system would benefit the turkey grower as well as the consumer, since the farmer who raised top grade turkeys would be sure of getting an equivalent return for his efforts.

PMA:

Right you are. Federal grading acts as a two-way insurance.

Now before we go any further, let's see if I know what

quality marks to look for in a turkey—just in case I happen

to buy one direct from the farm which hasn't been graded yet.

I want a full-fleshed bird....

ANNCR:

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PMA:

....And you can judge the fleshing easily enough. If the turkey has a generally plump appearance with a broad breast which carries well back toward the rear of the bird, and if its back, thighs and all other bones have a thick cover of flesh, the turkey belongs in the top grade for this quality.

ANTICR:

But there are other quality points

PMA:

Cortainly...we mentioned fat covering before. You can look for this characteristic under the skin on the breast, legs, thighs and back. The best birds have a fatty layer covering the entire carcass which tends to give the turkey a waxy, light-colored skin--that is—if it's been properly bled.

ANNOR:

How can you tell improper bleeding?

PMA:

When the skin shows red pin marks on the breast, thighs, or wing tips, or when blood clots appear on the skin.

AUNCR:

O.K. I'll check that, too. And I shouldn't buy a turkey with too many pinfeathers.

PMA:

Not unless you want a lot of extra work.

ANTICR:

No, sir-not me! So I guess I'll just keep these main grading points in mind to be sure I know what I'm getting.

PMA:

But remember—if the turkey is graded by a federal inspector—you won't have to do your own selecting—it's already done for you!

ANNOR:

I'll remember! But tell me—now that we know how to buy our holiday turkey—will we have an adequate supply of those luscious birds this year?

PMA:

You may rest assured of that. The turkey crop this year is sufficient to furnish every person in the nation with four and a half pounds of neat.

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ANNCR:

Is it a record crop, then?

PMA:

No, in fact turkey production has dropped slightly this year from last—which was an all-time high. However, military requirements are relatively very small this season, thus leaving a much larger share of turkey for civilians.

AWNCR:

The more of those beautiful birds, the better, as far as

I'm concerned. And now that we've settled the "main attraction"

of our holiday dinners, as you call it, how about the "sideshow"—the other foods that usually appear on the traditional
Thanksgiving menu? Stuffing, for instance...I suppose we'll
have plenty of bread for that delicacy?

PMA:

Yes, now that we're no longer exporting great quantities of wheat and most of the restrictions on wheat and flour have been removed, we'll be able to get all the bread we need for our turkey dressing. But don't forget—slightly stale bread makes a better stuffing—and is more economical, too.

ANNCR:

Well, I know without asking that we'll have all the potatoes we can eat during the holidays.

PMA:

You bet we will! Bushels of white ones—and a good supply of sweet potatoes, too, if your taste runs to this variety for special dinners.

ANNOR:

And from your report last week on America's bumper 1946 crops, I gather that we'll have plenty of other vegetables as well.

That's right. We have an extra good crop of onions—which can be used in the turkey dressing—or creamed—or fixed any

way the family likes. And celery is plentiful now

PMA:

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ANNCR:

I know at our house we never have a Thanksgiving without relish dishes filled with that crunchy stuff...and it's awfully good cut up in salads, too.

PMA:

And for salads, vegetable growers here in the West have produced lots of icoberg lettuce...and we have an abundant supply of cauliflower...

ANNOR:

And how about the dessert department? I always have room enough left for that-have a pretty sweet tooth as a matter of fact,

PMA:

Well, you can satisfy your taste for dessert without cutting in too much on your sugar supply—which as you probably realize is still short. For instance, there's nothing wrong with pumpkin pig, is there?

ANNCR;

Not a thing in the world-one of my favorites,

PMA:

As it is with most people, and it takes far less sugar than many other desserts, and then for that finishing touch, how about a heaping bowl full of apples and pears. We have a fine supply of these fruits this season—much better than last year. And nuts? ... I believe you told us last week that we'd have

ANNCR:

a good choice.

PMA:

And you will, This year's crop is 14 percent above average.

Well, what with pumpkin pte, apples, pears and nuts to top

ANNCR:

sugar doesn't it?

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PMA:

Yes, it does—although the cook of the family probably can find some recipes for cranberry sauce which allow the use of a sugar substitute.

ANNUCR:

But tell us ______, since sugar seems to be one of the few scarce items that figure in our Thanksgiving menu, will we be able to have an increase in supply very soon?

PMA:

Not this year, at least. It will most likely be next April before we see much of an increase. You see, we get sugar from five major sources...Hawaii, Cuba, and Puerto Rico, outside the United States, and from Louisiana and Florida within our boundaries; and we also get beet sugar from the Western part of the country.

ANNCR:

PMA:

That seems as though we had enough sugar sources, anyway.

Yes, but our supply was disrupted during the war...and recent management-labor disputes have helped to slow down off-shore

deliveries. But the situation is expected to pick up soon.

The Department of Agriculture has just increased the price of

sugar for the 1947 crop from Puerto Rico, Hawaii, and the

Virgin Islands in order to stimulate the production of sugarcane

and to obtain maximum delivery of raw sugar to this country.

ANNOR:

That's good news!

PMA:

And the production of beet sugar in the United States is expected to increase next year as higher sugar beet goals have been set for growers here in the west. So, if all goes well, we may have an increase in our sugar ration next year as the crops start moving in volume. However, the actual increase, if any, will be dependent on the size of the sugar crops.

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